Culturally Adapting Health Interventions for Latinos

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Session Objectives

• Illustrate the role of health literacy in health education delivery

• Discuss cultural adaptation/transcreation

• Describe the transcreation of health education materials for Latino patients

• Demonstrate the process of learner verification
Let’s start with an activity

• Please silently read the instructions on your slip of paper (don’t share your instructions with anyone)

• Find a partner near you.
  – A’s with B’s
  – C’s with D’s

• Following the instructions on your paper, take a few moments to get to know your partner
Consider your Communities

Culture and Literacy
Language, Health Literacy, and Culture

- Rapidly changing demographics.
- Health care system demands are steep = Significant language, literacy and fluency demands.
- Culture is shared knowledge, attitudes, beliefs, customs, values and ways of life – it is more than language!
- Low health literacy is linked to poorer health outcomes and poorer use of health care systems.
- Culture gives meaning to health communication.

Sources: IOM reports; PEW Hispanic Report; US Census; Kleinman, 1978)
Latinos in Florida

- Over 4,000,000 Latinos
- Latinos comprise 23% of State population
- 16% only speak Spanish at home
- Foreign born population in Florida is 19.4% compared to 13.1% national
- 74.8% of Foreign born Florida residents are from Latin America

Pew Research Center, 2011
US Census Bureau, 2013
Health Literacy

- The capacity to obtain, process, and understand basic health information and services to make appropriate health decisions
- Nearly 9 out of 10 adults have difficulty understanding and using everyday health information
- Can affect the ability to navigate the healthcare system, share personal information, engage in self-care and chronic disease management, understand mathematical concepts

Factors Affecting Health Literacy

- Communication skills of lay persons and medical professionals
- Knowledge of health topics and human body
- Demands of the healthcare system
- Cultural beliefs/practices
- Situational context

Who is at risk for low health literacy?

Anyone who enters the culture of healthcare
Levels of Health Literacy

- Cognitive & social skills to critically analyze information for everyday situations.
- More advanced cognitive and interactive skills to extract information from others.
- Transmission of health facts.

Often, our focus is on basic, rather than on interactive and critical levels.

Sources: Mogford et al., 2010; Chinn 2011; Nutbeam 2000, Sorensen et al., 2012, Inoue et al, 2013
For Example:
Deconstruct *skills needed* and *system demands* to get to this conference this morning.
What do you think?

Commuting with “5 A Day”

Many fruits and vegetables can actually be eaten on the run. Sometimes we forget that nature has nicely pre-packaged some of them for easy take-out. If you wash them as soon as you get home from the store, you can grab them directly from the fruit bowl or crisper on your way out. Berries and grapes are exceptions: wash them the day you eat them.

“5 A Day” On The Dashboard

- Drink fruit juice instead of sodas or coffee in the car. You can keep 8 to 12 ounce cans or bottles in your refrigerator, chilled and ready to go! Or you can buy them at gas stations and fast food chains.

- Bring with you in the car fruits and vegetables that can be eaten by hand. Choose from this long list of possibilities!

  apricots    cherries
  apples      grapes
  bananas     nectarines
  broccoli    orange segments
  cauliflower  peaches
  florets      pears
  carrots      plums
  celery stalks strawberries
From Ministry of Health, and Sanitation, Sierra Leone

EBOLA

Signs and Symptoms

IF YOU HAVE FEVER, DIARRHOEA, OR VOMITING
GO IMMEDIATELY TO THE NEAREST HEALTH FACILITY

For more information call 117 (Safe House)
What is Adaptation?

- The process of modifying an existing intervention to make it suitable for group while keeping its core elements and internal logic.
- This process reduces mismatches between its characteristics and new context in which it is used.
- This requires careful planning, development and engagement of audience(s) to ensure that it is cultural appropriate, acceptable and doable.
- Differs from adoption or replication.

(Card et al., 2005)
What is Transcreation?

The process of taking materials originally intended for an audience and translating and adapting them for another audience, is termed “transcreation.”

Transcreation vs. Translation

- Translation: to say the same thing in another language
- Transcreation: to get the same reaction in another language

Why can’t translation alone achieve this?
Why adapt or transcreate?

- It is practical and scientifically sensible in light of demographically changing audiences.
- It helps to engage diverse audiences – the process is very learner and patient centric.
- It speaks to cultural and literacy relevance.
TBCCN

- Tampa Bay Community Cancer Network (TBCCN) comprised of 23 diverse partnering organizations in the tri-county area
- Draws on enriching and trusting relationships formed from established community and programmatic partnerships.
- Previously developed a low-literacy English-language educational intervention, showed promising results. A similar Spanish-language intervention is needed. Thus, to address the gap TBCCN proposed Latinos CARES.
An example from the Field:

**Latinos Colorectal Cancer Awareness, Research, Education and Screening (CARES)**

- A 2 phase research study that addresses disparities in CRC among Spanish-speaking populations utilizing community-based clinics.
  - Phase I: create a highly visual, low literacy toolkit (DVD and Fotonovela) to raise awareness about CRC screening with FIT
  - Phase II: test the educational toolkits with patients in FQHC
- Transcreated from an English toolkit (CARES)
- **GOAL:** Get more Latinos screened for CRC!
Significance

• English is not the primary language for many Latinos.
• By 2050 Latinos will comprise 29% of the US population.
• Our work is consistent with the Cancer Control Plan for the State of Florida
• Lack of Spanish-language CRC prevention materials in Spanish at a low literacy level.

Source: PEW Hispanic Report
Transcreation of Materials to Spanish Language

Tested terminology: people from various Spanish-speaking countries

How do you describe polyps?

- Pedacitos de tejidos
- Pedacitos de carne
- Bolitas
- pequeño crecimientos
Formative Research Findings

• Barriers to CRC screening:
  • Cost
  • Lack of awareness
  • Lack of knowledge about the human body

• Motivators to CRC Screening
  • Prevention “Prevenir es mejor que morir”
  • Doctors recommendations
  • Family

• Reactions to FIT
  • Familiarity for some cultures
  • Doubt over effectiveness compared to colonoscopy
  • Seems easy to use

• Reactions to Colonoscopy
  • Saves lives
  • Good to do
  • Prep is unpleasant and uncomfortable
Creative Considerations

• Messages
  – Cancer is treatable if caught early
  – FIT is step one
  – Emphasis on prevention and staying healthy, not cancer

• Keep video short

• Dramatic story-line will keep viewers engaged
  – Family is important
  – Daughter should deliver messages

• Next Step: Begin Drafting a Creative Brief and then a script
Latinos CARES DVD

https://www.youtube.com/watch?v=C2q8gXqljVQ&feature=youtu.be
Methods and Processes

- Learner verification techniques
  - Attraction
  - Comprehension
  - Acceptability
  - Persuasiveness
  - Efficacy

(e.g., Take a look at this picture, what do you think it tells you?)

(Doak et al., 1995)
<table>
<thead>
<tr>
<th>LV Item</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attraction</td>
<td>Let’s look at the cover: would you want to pick it up and read it?</td>
</tr>
<tr>
<td>Comprehension</td>
<td>Overall, what’s the main message here? Can you name what is needed for FIT</td>
</tr>
<tr>
<td>Acceptability</td>
<td>Is there anything about this booklet that bothers?</td>
</tr>
<tr>
<td>Persuasiveness</td>
<td>If asked, do you think you would consider FIT?</td>
</tr>
<tr>
<td>Efficacy</td>
<td>Based on what you have read/viewed here: Do you think you can do a FIT?</td>
</tr>
</tbody>
</table>
Format/font/style/pictures

- Font Size
- Color
- Overall tone
- Response to pictures
- Layout: blend of white/black space
- Ease of understanding
- Final feedback
- Timing of delivery
Learner Verification Practice
Future Directions for Latinos CARES Study

- Materials will be finalized
- Pilot RCT in Suncoast Clinics
  - Intervention group: new materials and FIT
  - Control group: existing brochure and FIT
- If effective….
  - Larger trial with more clinic partners
  - Work with clinics to implement materials as part of usual care
Key Points

• Transcreation is more than just translation
• Use a systematic approach
• Engage community members and learners as part of the process.
• https://www.youtube.com/watch?v=R3tJ-MXqPmk
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